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Dept. Of Journalism & Mass communication

PhD Synopsis

Topic:

A Study of Yoga related coverage in Print Media

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Need of the study

Modern technology and Education have given people more facilities and the chance to do their own thing but because of the lack of integral vision to life people have gained very little and lost a lot. Maharshi Aurobindo has rightly remarked that: Modern Science is the seal of men's capacity. He can even destroy himself and this world, but can't create a new world. He has developed instruments of immense possibility but only with the development of the consciousness such instrument, can be used with advantage. To be free from constant dangers of conflict and destruction the man of today has to grow inwardly as well as outwardly"[1]

Truly speaking, the mechanical life style adopted by the people have invited all those sufferings they are today, suffering from. The stress is the outcome of the modern life style. At present the human existence is being challenged by the stress and several other psychosomatic disorders such as Hypertension, Hyperacidity, Insomnia, heart diseases diabetes Asthma etc[1A] .

And the only option left to them is to adopt a new way of life, that is the yogic, the spiritual way of living, and to give up the track eat, drink and be merry[2] . The yogic lifestyle results in eternal peace, satisfaction, bliss and acquisition of both material and spiritual benefits under yogic life style, the principle of simple living and high thinking is adopted. Yoga, being a way of life, is predominantly concerned with maintaining a state of equanimity at all circumstances[2] .

Stressing the need of yogic life style YugRishi,, Vedmurti rev. Gurudev Pt. Sri Ram Sharma Acharya ji says;

The entire structure of physical well being, material advancement and public contact should be raised on spiritual basis so that all round progress, success
and meaningful aim of life could be attained.

Lord Kirshna in the 23rd verse of the VIth chapter of the Gita says; how the Yogic way of life destroys all sorrow:

तं विधाद्दुःख संयोगवियोग योग संज्ञितम।

That state called yoga, which is free from the contact of sorrow. Yoga is the destroyer of pain[5] .

Dr Pranav Pandya ji The Hon. Chancellor of the university of Dev Sanskriti during his talks on the Gita, on Nov, 27-08 said, "The Gita most wonderful and classic book on yoga teaches us how to overcome all the problems/sufferings of human life. It is the Gita which very skillfully teaches us the art of converting/ transforming even depression into yoga[6].

In the 50th verse of the II chapter of the Gita lord Krishna tells us how skill in action lies in yoga:

1 Aurobindo Sri, A Practical guide to integral Yoga P.3
2 Gore M.M,Anatomy and physiology of Yogic practices P.2
3 Akhand Jyoti Jan,Feb 2003 P.9
4 Rev. Acharya sri Ram Sharma ji, Adoration of life deity. P.
5 प्रणव डा० पण्डया, अर्न्तजगत की यात्रा का ज्ञान–विज्ञान भाग–1 पेज 18
6 The Gita II-48
7 The Gita VI-23
8 Talks on the Gita by Dr. Pranav Pandya, in DSVV Hardwar on Nov., 27-08

योगः कर्मसु कौशलम् ।।

Yoga is skill and efficiency in action.

By yoga, Sri Aurobindo, meant a methodological effort towards self perfection by the development of potentialities latent in the individual .It is clear that man has to progress towards a light which brings knowledge ,power, happiness, love, beauty, and even physical immortality[8].
Even Swami Vivekananda said :-
Each soul is potentially divine. The goal is to manifest this divinity within by controlling nature, external and internal. Do this either by work, or worship, or psychic control, or philosophy by one, or more, or all the these and be free. This is the whole of religion[9]. (1.257)

This vedic knowledge, yoga, was actually for the good of mankind. It was systematical by the great Indian sage Patanjali in the Yogasutra as a special darshan. Yoga is not a religion. It's a philosophy of life. It is to be one with the divine[10].

Today experts of various branches of medicine including modern medical science are realizing the role of these techniques in the physical as well as mental well being of a man[11].

The science of yoga and its techniques have now been re-oriented to suit modern sociological needs and lifestyle. Since yoga brings about suitable changes in the behavioral pattern and attitude of the person, the interpersonal relationship at home and in society also improves[13].
Yoga helps to change the life style of the practitioner. We learn to adjust and adopt to changing life situations and circumstances. It awakens man to the realities of existence, infuses hope and courage and rekindles jest and zeal[14].

This is the reason why even western countries are following Indian lifestyle including Yoga. They have understood that yoga is a 'means' to lead a healthy and happy life[15].The latest "Yoga in America" study, just released by yoga journal (Yoga journal.com) shows that Americans spend 5.7 billion a year on yoga classes and products, including equipment, and Magazines). This figure represents an increase of 87 percent compared to the previous study in 2004- almost. Yoga is no longer simply a singular pursuit but a lifestyle choice and an established part of our health and cultural landscape", says Bill Harper, publisher of Yoga Journal.Yoga as medicine represents the next great Yoga wave." says Kaitlin ceuistgaard, editor in chief of Yog Journal. the growth in the Yoga market is reflected in the growth of Yog Journal[16].

9 The Gita II-50
10 Aurobindo sri,A Practical guide to Integral Yoga P.3
11 Vivekananda Sahitya, I-257
12 Idam Yogay (Souvenir for international yog festival 2008) P-8,9
13 Idam Yogay (Souvenir for international yog festival 2008) P-9
14 Sankardevananda, Dr Swami, The Effects of Yoga on Hypertension P-IX
15 Tells Shirley & Visweswaraiah naveen Kr, Yoga for Rehabilitaion: An overview Idam Yogay P-89
16 Akhand Jyoti Jan-Feb 2003 P- 9,10.

The Golden boy Abhinav Bindra who has made India proud by winning the Gold medal in Men's ten metres air rifle in Beizing Olympic 2008 speaks of Yog thus.
"I practice Yoga regularly. Yoga is an extremely powerful medium for striking a balance between one's professional and private life. Yoga enhances concentration power and facilitates mental health, stress reductions, anger management and above all self discovery[17]".
These systems are emerging as the effective methods and means to improve the total personality and to build a healthy society. Today the science of Yoga has emerged to counter all the problems of human sufferings. Thus Yoga has to be incorporated in our daily lives and accepted as an essential part of our routine and life pattern[23].

In recent times there is a growing awareness among the people about the efficacy and utility of yoga in keeping one fit at physical, mental, emotional, social and spiritual planes. Several Yoga institutions are running in India and so many magazines on Yoga have been launched in the market. But newspapers seems to be got behind in covering Yoga on a large scale. Yoga must be promoted on a large scale and launched as a mass movement and in this mass awareness campaign media of course can play a major role. This is not the charge leveled against media that they have done nothing in this direction but this is of course true that whatever efforts have been made by media in creating awareness among the masses are only a drop in the ocean . Because as the saying goes : The fog can't be dispelled by a fan; likewise a little effort or only providing a little space to so much important issues having life transforming potentialities and solutions to the human sufferings is not enough.

Whatever we have in the newspaper in the name of Yoga related coverage is just a beginning, and is in its baby stage, therefore a long journey is to be covered by the News papers in the direction of Yog Journalism. Thus there seems to be need of study as the comprehensive picture of the Yoga has not yet been emerged in newspapers. The study in this field will make us find out where the coverage lacks. And if it is really lacking, the suggestions would be presented to have the real picture of Yoga in coverage.

17 Yoga Journal.com
18 M.N.Dr Hawaldar, Yoga the Science P-11
19 Saraswati Swami Satyanand Yoga For Children P-40
20 Idam Yogay P-8
21 Idam Yogay P-8
22 Idam Yogay P-9
23 Saraswati Swami Satyanand Yoga For Children P-41
24 Gandhi,M.K. An Autobiography, 1956, P-287

Literature Review

To my knowledge , there has been no research work on this topic.

Objectives of the study

I. To trace out the history of yoga related coverage in Print Media.

II. To analyze the present state of the yoga related coverage in Print Media.

III. To assess the focus area of the yoga related coverage.

IV. [illegible]

V. To know the view points of the journalists regarding the coverage of yoga.

VI. To find out the suggestions of the yoga experts.

[illegible]

Area of study

1. This research study is limited to the print media.
2. Both Hindi and English news papers and yoga magazines will be taken.

Research Methodology

Sampling: Newspapers and yoga related Magazines will be taken for content analysis

Newspapers: Hindustan Times , Times of India, Dainik Jagran, Punjab kesri

Magazines: yoga vidya, yoga sudha, yoga sandesh and yoga vignana

Newspapers weekly supplements related to yoga will be taken. There will be 24 supplements of each newspapers in a year. And we will have about 3oo supplements of all the newspapers in three years for content analysis.

Magazine: 4 magazines from each will be taken in a year. And thus there will be about 50 magazines in three years for analysis.

Tools

Interviews
Questionnaire

Interviews of 10 editors and 10 yoga experts

Chapter Scheme

1. An Introduction to Yoga.
2. Yoga Journalism : Need of the hour.
3. Yoga Journalism in Print Media : A look at the History.
4. Current Scenario of Yoga Journalism In Print Media.
5. Interviews With Journalists and Yoga Experts.
6. Conclusion
   References
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Contribution of Study

This is my humble conviction that this research work will contribute in the following ways. Such as :

Academic Significance

- This research work will prove useful as study material for the students of journalism.

Professional Significance

- If, through this work the integral form of Yoga journalism comes to light this will help the reporters report the beat skillfully and with expertise.

Social Significance

- It will create awareness among the masses about Yoga.
- It will be helpful in propagating the yogic way of living to the masses.

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17 Hindu – Religion, Oct 2008 to Nov 2008.
18 The Hindustan Times – Inner Voice, Yog Yatra, Oct 2008 to Nov 2008.
19 The Times of India – Speaking Tree Mind Over Matter, Mind Body Spirit. Oct 2008 to Nov 2008.
20 Amar Ujaja, Shradha, Nov 2008.
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24 Economics Times, Cosmic Link, Nov 2008.
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